

Exhibit 28

Trademark/Service Mark Application, Principal Register

Serial Number: 86459824

Filing Date: 11/20/2014

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86459824
MARK INFORMATION	
* MARK	\\TICRS\EXPORT16\IMAGEOUT16\864\598\86459824\xml1\ APP0002.JPG
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	ZENU
COLOR MARK	YES
COLOR(S) CLAIMED (If applicable)	The color(s) red is/are claimed as a feature of the mark.
* DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of the literal element ZENU displayed in stylized font with an underline.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	768 x 614
REGISTER	Principal
APPLICANT INFORMATION	
* OWNER OF MARK	INDUSTRIA DE ALIMENTOS ZENÚ S.A.S.
* STREET	Calle 2, No 50 - 561
* CITY	Medellin
* COUNTRY	Colombia
* ZIP/POSTAL CODE (Required for U.S. applicants only)	0
EMAIL ADDRESS	XXXX
LEGAL ENTITY INFORMATION	
TYPE	sociedad por acciones simplificada (s.a.s.)
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Colombia
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	029
* IDENTIFICATION	Meat, fish, poultry and game; meat extracts; canned, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs; milk and dairy products; edible oils and fats
FILING BASIS	SECTION 44(e)
FOREIGN REGISTRATION	

NUMBER	435990
FOREIGN REGISTRATION COUNTRY	Colombia
FOREIGN REGISTRATION DATE	06/03/2011
FOREIGN REGISTRATION EXPIRATION DATE	11/30/2021
ATTORNEY INFORMATION	
NAME	Clark W. Lackert
ATTORNEY DOCKET NUMBER	506405.20001
FIRM NAME	Reed Smith LLP
STREET	599 Lexington Avenue
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10022
PHONE	212-521-5400
FAX	212-521-5450
EMAIL ADDRESS	nycipdocketing@reedsmith.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Keith E. Sharkin
CORRESPONDENCE INFORMATION	
NAME	Clark W. Lackert
FIRM NAME	Reed Smith LLP
STREET	599 Lexington Avenue
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10022
PHONE	212-521-5400
FAX	212-521-5450
EMAIL ADDRESS	nycipdocketing@reedsmith.com; clackert@reedsmith.com; ksharkin@reedsmith.com; jgoodwill@reedsmith.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	325
*TOTAL FEE DUE	325
*TOTAL FEE PAID	325
SIGNATURE INFORMATION	

SIGNATURE	NOT PROVIDED
SIGNATORY'S NAME	NOT PROVIDED
SIGNATORY'S POSITION	NOT PROVIDED
DATE SIGNED	NOT PROVIDED

Trademark/Service Mark Application, Principal Register

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To the Commissioner for Trademarks:

MARK: ZENU (stylized and/or with design, see [mark](#))

The literal element of the mark consists of ZENU.

The color(s) red is/are claimed as a feature of the mark. The mark consists of the literal element ZENU displayed in stylized font with an underline.

The applicant, INDUSTRIA DE ALIMENTOS ZENÚ S.A.S., a sociedad por acciones simplificada (s.a.s.) legally organized under the laws of Colombia, having an address of

Calle 2, No 50 - 561
Medellin 0
Colombia

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 029: Meat, fish, poultry and game; meat extracts; canned, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs; milk and dairy products; edible oils and fats

Based on Foreign Registration: Applicant has a bona fide intention to use the mark in commerce on or in connection with the identified goods and/or services, and will submit a copy of Colombia registration number 435990, registered 06/03/2011 with a renewal date of _____ and an expiration date of 11/30/2021, and translation thereof, if appropriate. 15 U. S.C. Section 1126(e), as amended.

The applicant's current Attorney Information:

Clark W. Lackert and Keith E. Sharkin of Reed Smith LLP
599 Lexington Avenue
New York, New York 10022
United States

The attorney docket/reference number is 506405.20001.

The applicant's current Correspondence Information:

Clark W. Lackert
Reed Smith LLP
599 Lexington Avenue
New York, New York 10022
212-521-5400(phone)
212-521-5450(fax)
nycipdocketing@reedsmith.com; clackert@reedsmith.com; ksharkin@reedsmith.com; jgoodwill@reedsmith.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce on or in connection with the goods/services in the application, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection

with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: Not Provided Date: Not Provided

Signatory's Name: Not Provided

Signatory's Position: Not Provided

RAM Sale Number: 86459824

RAM Accounting Date: 11/20/2014

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